

**AMENDMENTS TO CLAIMS**

Please amend claims 15 and 25 as follows, wherein additions are shown by underlining and deletions are shown by strikethrough:

**Listing of the Claims:**

1. (previously presented) In a computer system, a method comprising:  
  
maintaining location binding information associating a merchant with a plurality of listed regions, including at least one listed region in which the merchant provides service and in which the merchant does not include a physical location and including at least one listed region in which the merchant provides service and does include a physical location wherein the at least one listed region that does not include a physical location is in close proximity to the listed region that does include the physical location;  
  
receiving a request for a merchant that does not service every region listed in the location binding information, the request directed to a particular region; and  
  
searching the location binding information associated with the merchant to determine if the particular region matches at least one of the listed regions, and if so, returning information regarding the merchant.
  
2. (previously presented) The method of claim 1, wherein maintaining the location binding information comprises writing an entry into a database including information about each listed region and information about the merchant.

3. (previously presented) The method of claim 1, further comprising returning additional information regarding the merchant.

4. (original) The method of claim 3, wherein the additional information comprises text.

5. (original) The method of claim 3, wherein the additional information comprises a glyph.

6. (original) A computer-readable medium having computer-executable instructions for performing the method of claim 1.

7. (previously presented) The method of claim 1, wherein the plurality of listed regions comprises at least one ZIP code.

8. (previously presented) A computer-readable medium having stored thereon a data structure, comprising:

a first data field containing data representing information about a merchant;

a second data field associated with the first data field and containing location binding data representing a region in which the merchant provides service and in which the merchant does not include a physical location; and

a third data field associated with the first data field and containing location binding data representing a region in which the merchant provides service and in which the merchant does include a physical location;

such that a search request for a merchant that does not service every region, wherein the request seeking a merchant that services a particular region is compared to the second data field to determine from the location binding data therein whether the merchant represented in the first data field services that particular region, and if so, at least some of the information about the merchant contained in the first data field may be returned in response to the search request.

9. (previously presented) The data structure of claim 8, further comprising a fourth data field, associated with the first data field, and including additional information regarding the merchant.

10. (previously presented) The data structure of claim 9, wherein the fourth data field comprises text that indicates that the merchant provides service to the region but does not have a physical location in the region.

11. (previously presented) The data structure of claim 9, wherein the fourth data field comprises a glyph that indicates that the merchant provides service to the region but does not have a physical location in the region.

12. (previously presented) A computer-readable medium having stored thereon a data structure, comprising:

a first data field containing data representing information about a merchant;

a second data field associated with the first data field and containing data representing information regarding the merchant providing service to a region but not having a physical location in the region;

a third data field associated with the first data field and containing location binding data representing a region in which the merchant provides service and in which the merchant does not include a physical location; and

a fourth data field associated with the first data field and containing location binding data representing a region in which the merchant provides service and in which the merchant does include a physical location;

such that a search request for a merchant that does not service every region, wherein the request seeking a merchant that services a particular region is compared to the third data field to determine from the location binding data therein whether the merchant represented in the first data field services that particular region, and if so, at least some of the information about the merchant contained in the second data field may be returned in response to the search request.

13. (previously presented) The data structure of claim 12, wherein the second data field comprises text that indicates that the merchant provides service to the region but does not have a physical location in the region.

14. (previously presented) The data structure of claim 12, wherein the second data field comprises a glyph that indicates that the merchant provides service to the region but does not have a physical location in the region.

15. (currently amended) A method in a computer system, comprising:  
submitting a search query directed to businesses, the search query including a designation of a region;  
receiving a business listing in response to the search query, the business listing generated via a search of location binding information that represents a region in which at least one merchant provides service and in which each merchant does not include a physical location, and being associated with a merchant that provides service to a plurality of regions that are in close proximity to the region queried, but not all regions in close proximity, and wherein the queried region is ~~region~~ a region in which the merchant services but does not have a physical location in the queried region; and  
receiving, along with the business listing, information regarding the fact that the merchant services the queried region but does not have a physical location in the queried region.

16. (original) The method of claim 15, further comprising displaying the information along with the business listing.

17. (original) The method of claim 15, wherein the information comprises text.

18. (original) The method of claim 15, wherein the information comprises text and a glyph.

19. (original) The method of claim 15, wherein the information comprises a glyph.

20. (previously presented) A computer system comprising:  
a data store for maintaining location binding information for merchants that provide service to a region, at least one merchant having location binding information for a region in which that merchant does include a physical location and for a region in which the merchant does not include a physical location, wherein the at least one merchant does not provide service to all regions maintained in the location binding information;

data entry tools for entering the information in the data store;

an application programming interface for ensuring that the information is stored with each merchant entered by the data entry tools; and

means for searching the location binding information for merchants to locate at least one merchant that matches at least one requested region.

21. (previously presented) The system of claim 20 wherein the application programming interface includes rules that require each merchant in the data store to be identified as one of a mobile, territorial, or delivery type of merchant.

22. (previously presented) The system of claim 20 wherein the application programming interface includes rules that specify whether each merchant identified in the data store requires an associated glyph.

23. (previously presented) The system of claim 20 wherein the application programming interface includes rules that specify whether each merchant identified in the data store requires an associated text.

24. (previously presented) A computer-readable medium having computer-executable instructions for performing the method of claim 15.

25. (currently amended) In a computer system, a method comprising:

- receiving a request for a merchant within a particular region;
- maintaining location binding information that associates a merchant outside the particular region with the particular region;
- searching a database containing information associated with merchants located within the region and outside the region, including searching the location binding information;
- returning information regarding the merchants within the region that service the region; and
- returning information regarding merchants outside the region that service the region but not at least one other ~~areas~~ area outside the region, the information regarding merchants outside the region indicating that the merchant provides service to the region but does not

have a physical location in the region and that the merchant does not provide service to other areas outside the region.

26. (canceled)

27. (previously presented) The method of claim 25 wherein maintaining location binding information comprises writing an entry into a database including information about the particular region and information about the merchant.

28. (previously presented) The method of claim 25 further comprising returning a glyph associated with the information regarding each merchant outside the region.

29. (previously presented) A computer-readable medium having computer-executable instructions for performing the method of claim 25.